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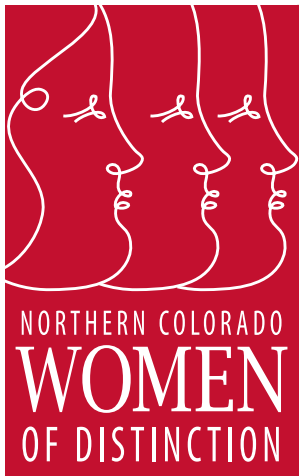
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Women of Distinction continue impressive tradition of excellence

It is my deep honor to be hosting the third annual *Northern Colorado Business Report Women of Distinction Awards*.

The 2011 honorees are no less impressive than the previous two classes. They represent some of the best business people of either gender in our region, as well as some of the most energetic volunteers and mentors, always willing to give of themselves for the greater good.

As you can see in the following pages, where this year's 11 Women of Distinction are profiled, our selection committee once again chose wisely and well. It's not an easy job, either. This year's pool of nominees numbered near 80, and all were more than worthy of inclusion.

I'd like to thank the sponsors whose generosity makes it possible for *NCBR* to bring the accomplishments of these impressive women to the attention of the Northern Colorado business community: EKS&H; the BBB serving Northern Colorado and Wyoming;

Monfort College of Business at the University of Northern Colorado; First National Wealth Management; Columbine Health Systems; Cache Bank & Trust; DaVinci Sign Systems Inc.; KUNC; Social Media Pilots and the Caldera Event Group LLC.

And, as always, thanks to the *NCBR* staff who make all our events possible - you all are also persons of the highest distinction.

Sincerely,

Jeff Nuttall, publisher
Northern Colorado Business Report



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EKS&H is proud to support the nominees and winners of the Northern Colorado Women of Distinction.

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NORTHERN COLORADO WOMEN OF DISTINCTION

2011

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BANKING & FINANCE

Piepho leads by helping others be their best

By Molly Armbrister
marmbrister@ncbr.com

FORT COLLINS – Julie Piepho’s idea of leadership is focused on helping others be their best, whether it means helping them push past obstacles or finding a way to correct a mistake. These are practices she has had plenty of opportunities to develop during her more than 30-year career in the mortgage industry.

Piepho has been making a difference in the Northern Colorado market, both in her career and through volunteering, since 1985 when she took a job at Reliance Equities Inc. after holding several positions in the mortgage sector in Wyoming.

In 2011, as the executive vice president of Cornerstone Mortgage overseeing operations, compliance, sales, and implementation, Piepho has been chosen as a *Northern Colorado Business Report* Woman of Distinction in the category of Banking and Finance.

Piepho is a member of the Colorado Mortgage Loan Originator Board as well as the vice chair of the National Mortgage Bankers Association’s State Legislative and Regulatory Committee. In 2008, after seven years on the board of directors and executive committee, Piepho took the chair of the Colorado Mortgage Lenders Association.

Piepho, who said she is excited to be honored by her peers as a Woman of Distinction, is a certified mortgage lender, as well as a master certified mortgage banker.

No matter what path one chooses, Piepho said, it is important to be fully committed to that path and “fierce-

ly passionate” about it.

One of the community service projects about which Piepho is most passionate is the Alzheimer’s Memories in the Making Art Auction, which she has emceed and served as the chairperson in previous years. The annual event auctions paintings by artists with dementia, the proceeds of which go to state-level programs and services for individuals with Alzheimer’s. Last year’s auction raised more than \$87,000.

Combining her career with her penchant for community service, Piepho founded the CMLA Future Mortgage Leaders of Colorado, a program committed to identifying, cultivating, and educating the next generation of mortgage leaders. Piepho created the curriculum and acts as a mentor to the individuals selected for the program.

Piepho stresses to all of those she mentors the importance of asking questions and maintaining a sense of curiosity, and to the young women especially, the courage to push past the obstacles related to gender that are sometimes encountered when building a career.

“You’re here to help other people be their best,” Piepho said.

“Julie truly believes in giving back to the industry that has contributed to her professional success,” said Debra Meogrossi, owner of ShadowNet Solutions LLC, in her letter supporting Piepho’s Women of Distinction nomination. Meogrossi is also co-founder of Women Helping Others, a Giving Circle of Volunteers of America, another organization for which Piepho volunteers.



Julie Piepho
Executive Vice President
Cornerstone Mortgage

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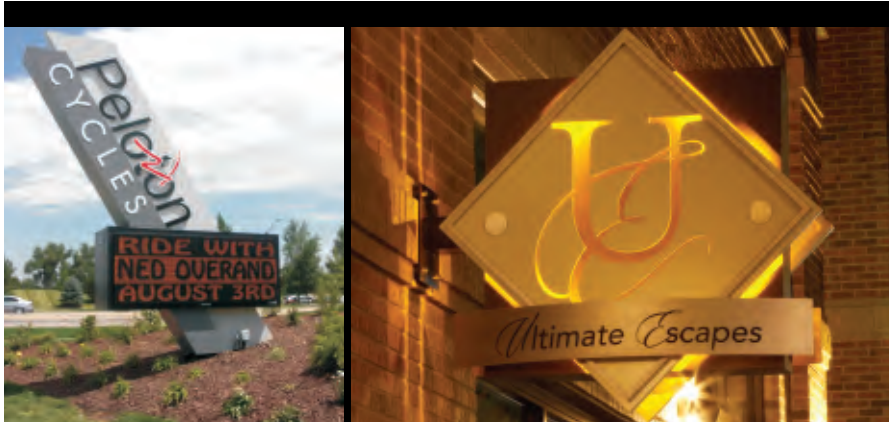
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Leadership, ethics mark King's business career

By Michelle Venus
news@ncbr.com

FORT COLLINS – With over 17 years with the Better Business Bureau serving Northern Colorado and Wyoming, Pam King knows just about everybody. Everybody who has an interest in ethical business practices, that is.

As the president and CEO, King stands behind the organization's motto: "Start with trust." Her organization serves businesses and consumers in more than 38 counties in both states. During her tenure, she has increased revenue by 351 percent and net membership by 127 percent. Significant accomplishments, indeed, and just one of the reasons King has been named the *Northern Colorado Business Report* 2011 Woman of Distinction in the category of Business and Business Services.

Under her direction, the local BBB was the first in the nation to partner with universities – Colorado State University, University of Northern Colorado and University of Wyoming – to give students a real-world education experience in business ethics by researching the annual Torch Awards.

In 1997, King initiated a program with Pinnacle Assurance to provide business participants group insurance designed to reduce workers' compensation costs by promoting risk management and accident prevention in the workplace. These innovative programs, as well as others, have garnered national awards for the BBB.

"Pam is a competent and dynamic leader. I have known and worked with her for almost 15 years," said Mike Pierce of Burns Marketing, chairman of the BBB Foundation's Advisory Board. "She is very forward thinking

and willing to take risks to better the Bureau as well as the services the Bureau provides to the business community. Pam's command of fiscal responsibility is outstanding."

After graduating from Colorado State University, King started her career at the Greeley/Weld Chamber of Commerce. Within five years, she moved up the ranks to become president and CEO. Pam was the 12th woman in the United States – and the first in Colorado – to achieve Certified Chamber Executive designation from the American Chamber of Commerce Executives.

Since the early 1980s, King has volunteered her time and expertise to many Northern Colorado nonprofit organizations. She has co-chaired numerous committees and was the executive vice chair for the United Way of Weld County; on the advisory boards for Aims Community College and Congressman Hank Brown; and on the Board of Directors for First National Bank of Greeley, the Colorado Association of Nonprofit Organizations and Foothills Rotary Foundation. Today, she is a member of Clear Channel Communications' advisory board and is on the Dean's Leadership Council at the UNC Monfort College of Business.

"I have been very fortunate to have worked over the last 31 years with so many outstanding people for wonderful causes," she said.

King's business and volunteer activities have not interfered with her family time.

"She has done it all," said her daughter, Christine, a senior at Clemson University. "She has a wonderful family, with all six kids going to college, and she runs a successful nonprofit organization. I hope to be selfless, strong and wise, just as she is."

EDUCATION

IBMC's Laub both teacher and student of life

By Tracee Sioux
news@ncbr.com

FORT COLLINS – Colleen Laub has been a pioneer in the vocational education industry for more than two decades.

As chief operating officer and owner of the Institute of Business and Medical Careers, she helps educate 1,000 students a year on four campuses in Northern Colorado and Wyoming. And “career” is not just part of the school's name – 87 percent of graduating students find placement in medical and business occupations.

“What I love about IBMC is that it's very purpose-driven, and we're helping other people follow their dreams and become all they can be, not just with the students, but also with staff,” Laub said. “Our motto is ‘Leading you to a better life.’ It's not just helping someone get their degree, it's more deep-rooted than that; it really is leading them to a better life.”

Laub is the *Northern Colorado Business Report's* 2011 Woman of Distinction in the area of education.

She and her husband, Rich Laub, CEO of IBMC, moved to Fort Collins in 1990 and purchased Medical Careers Training Center in 1991. In 1995, The Laub Co. Inc. changed the name to Institute of Business and Medical Careers, with the vision statement: “Caring Individuals, Changing Lives.”

Laub says IBMC achieves exceptionally high standards in three areas: student retention, making sure students finish the program and graduate despite crises and obstacles in their lives; student placement, ensuring

that graduates find jobs in their field of study; and student loan repayment, ensuring that they are gainfully employed so they are able to repay loans.

Laub and IBMC serve as dream-makers for many nontraditional students who, for various reasons, don't have time, money or aptitude for a university degree.

“A four-year college isn't for everybody, so we do attract more nontraditional students,” Laub explained. “IBMC is for someone who wants to get in and get into their career. It really is their dream, they've always wanted to be in a career where they are helping others. It could be a high school student who doesn't see themselves in a university setting, single mothers who need to make ends meet quickly, or older mothers who have focused on raising their families and are now reentering the workforce.”

IBMC isn't just for women, either.

“Our male population has grown with the downturn in the economy and all the layoffs, they are starting a brand new careers,” Laub said. “IBMC changes their lives in a short period of time and gives people a high potential of job placement.”

Laub reflects on the impact other women have had in her life.

“When I look at recognizing women, I can see, in my personal life, I've been blessed to have so many remarkable women along my path who have shaped my life,” she said. “From my three sisters, mother and mother-in-law and all the professional women that I have worked with. I'm so grateful that there are people in my life who are patient enough to continue to teach me.”



Colleen Laub
Owner/COO

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Eric Yeh, MD



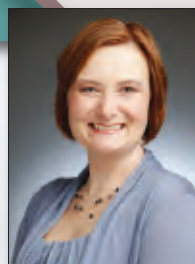
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Largest Women-Owned Businesses

Ranked by revenues



RANK	PREV RANK	COMPANY ADDRESS PHONE/FAX	REVENUES 2010 REVENUES 2009	PERCENT OWNED BY WOMEN EMPLOYEES 2011	PRODUCTS/SERVICES	PERSON IN CHARGE TITLE OF PERSON IN CHARGE YEAR FOUNDED	OWNER (S) E-MAIL WEB SITE
1	1	NEW BELGIUM BREWING 500 Linden St. Fort Collins, CO 80524 970-221-0524/970-221-0535	\$145,000,000 \$125,000,000	54% 400	Belgian-style craft beers, including eight year-round and four special-release brews.	Kim Jordan CEO 1991	Kim Jordan nbb@newbelgium.com www.newbelgium.com
2	3	CO'S AUTO GROUP INC. 4150 Byrd Drive Loveland, CO 80538 970-292-5200/970-292-5719	\$43,680,000 \$35,870,000	100% 51	BMW and MINI Cooper automobiles, sales, parts, service, pre-owned cars and trucks.	Christina Dawkins Owner 1974	Christina Dawkins Rosalie VanHerwaarden sales@cosbmw.com www.cosbmw.com, miniofloveland.com
3	4	GOOD DAY PHARMACY - COMPANY WIDE 3780 E. 15th St. Loveland, CO 80538 970-461-1975/970-667-1095	\$24,000,000 \$22,000,000	60% 100	Family-owned pharmacy chain specializing in prescriptions, medical equipment sales and rentals, medical supplies, prescription compounding, local prescription delivery, online refills and product shopping. The Special Care Services Pharmacy serves assisted living, long term care and alternative care in Colorado.	Marla Worley, R.Ph. Vicki Einhellig Pharmacy manager President, COO 1985	David Lamb Vicki Einhellig Nancy Lamb goodday@gooddaypharmacy.com www.gooddaypharmacy.com
4	5	COLORADO CUSTOMWARE INC. 1109 Oak Park Drive Fort Collins, CO 80525 970-212-4001/970-223-4204	\$10,980,635 \$10,844,579	100% 107	Assessment, tax collection and data visualization software for state and local government.	Lori Burge President and CEO 1989	Lori Schlotter info@cct.ws www.coloradocustomware.com
5	2	GRAY OIL CO. 804 Denver Ave. Fort Lupton, CO 80621 800-464-4729/303-857-1641	\$9,641,579 \$8,164,259	60% 66	Fuel, lubes and chemicals.	Tina Jurhee Powell Owner and president 1937	Tina Jurhee Powell tina@grayoil.net www.grayoil.net
6	7	EMPLOYMENT SOLUTIONS PERSONNEL SERVICES INC. 4206 S. College Ave., No. 107 Fort Collins, CO 80525 970-407-9675/970-407-1214 970-407-9675/	\$8,485,000 \$6,250,000	51% 14	Staffing services.	Rick Wagner Owner, President 1994	Rick Wagner Katherine J. Wagner rick@employmentsolutions.com www.employmentsolutions.com
7	10	RHINOTRAX CONSTRUCTION INC. 4161 Mulligan St. Longmont, CO 80504 303-682-9906/303-532-0106 303-682-9906/303-532-0106	\$8,000,000 \$4,000,000	100% 12	Office, industrial, retail, industrial renovation, tenant finish, multi-family ground up and renovation.	Michele Noel President 2004	Michele Noel info@rhinotrax.com www.rhinotraxconstruction.com
8	8	VISTA SOLUTIONS CORP. 2619 Midpoint Drive, Suite F Fort Collins, CO 80525 970-212-2940/970-212-2950	\$6,368,738 \$6,199,166	51% 12	Full-service IT partner, offering business-class technology; unique and customized hardware, software, and services.	Linda Vomaske Owner 1992	Linda Vomaske info@vistasolutions.net www.vistasolutions.net
9	9	PORTER INDUSTRIES INC. 5202 Granite St. Loveland, CO 80538 970-667-5239/970-635-2566	\$4,900,000 \$5,300,000	51% 200	Safe and healthy cleaning and restoration services for businesses and homes. Corporate office is LEED-EB Gold Certified. LEED Accredited Professional is on staff.	Steve Hendrickson President and CEO 1967	Marilyn Stone steve.h@porterclean.com www.porterclean.com; www.maid-clean.com
10	12	MOTHERLOVE HERBAL CO. 3101 Kintzley Court Laporte, CO 80535 970-493-2892/970-224-4844	\$2,750,000 \$2,500,000	100% 11	Herbal products for pregnancy, breast feeding and babies.	Kathryn Higgins Owner and founder 1990	Kathryn Higgins kathryn@motherlove.com www.motherlove.com
11	NR	WINDLION INC. DBA EXPRESS EMPLOYMENT PROFESSIONALS 2711 W. 10th St. Greeley, CO 80634 970-353-8430/970-353-9485 970-353-8430/970-353-9485	\$2,460,817 \$1,670,000	100% 4	Temporary help, professional recruiting, HR audits and consulting.	Kathy Wallace Egan Owner 1976	Kathy Wallace Egan kathy.egan@expresspros.com www.expresspros.com
12	NR	ALLURA SKIN & LASER CLINIC 2032 Lowe St., Suite 103 Fort Collins, CO 80525 970-223-0193/	\$1,900,000 \$1,450,000	100% 19	Skin care, facial lasering, botox, dermal fillers, hCG diet, spa, massage, laser vein treatments, bio identical hormones.	Rebecca A. de la Torre M.D. 2008	Rebecca A. de la Torre info@alluraclinic.com www.alluraclinic.com
13	NR	ST. VRAIN BLOCK CO. 5150 Grand View Blvd. Dacono, CO 80514 303-833-4144/	\$1,700,000 \$1,600,000	100% 15	Concrete blocks, landscaping products, pavers, retaining wall block and structural units.	Dorothy Ryan Anna Ryan Michelle McDaniel President Co-Owner, Vice president Safety training, Administration 1946	Colleen Ryan Anna Ryan Shannon Cebula Michelle McDaniel Dorothy Ryan Dan Ryan stvrainblock@mesanetworks.net www.stvrainblock.com
14	NR	DIESEL SERVICES OF NORTHERN COLORADO 1828 E. Mulberry St., Unit D Fort Collins, CO 80524 970-221-9280/970-221-9286	\$1,500,000 N/A	100% 15	Repair service for all trucks, tractors, trailers, fleets, forklifts, earth movers, compressors, generators, cranes, booms and mobile repair service.	Marybeth Snyder Owner, manager 1998	diesel@frii.com www.dsnc.biz
15	NR	LINDEN 223 S. Howes St. Fort Collins, CO 80521 970-221-3232/970-221-0375	\$1,200,000 \$1,200,000	100% 10	Smart marketing services - including research, Web development and design, branding, strategy, advertising & media planning, public relations, design, multimedia, copy writing and printing.	Susie Cannon Owner 1996	Susie Cannon susie@golinden.com www.golinden.com

Region surveyed includes Larimer and Weld counties and the city of Brighton.
N/A-Not Available.
NR-Not ranked/no previous rank.
Businesses must be at least 51 percent women-owned to be eligible for this list.

Based upon responses to Business Report survey researched by Mariah Gant
To be considered for future lists, e-mail research@ncbr.com

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GOVERNMENT, ENERGY AND UTILITIES



The Hon. Julie Field
District Court Judge
State of Colorado Eighth Judicial District

Victims of violence have advocate in Field

By Tracee Sioux
news@ncbr.com

FORT COLLINS – Judge Julie Kunce Field was chosen as a 2011 *Northern Colorado Business Report* Woman of Distinction for her extensive legal work on behalf of survivors of domestic violence and sexual assault.

Judge Field was appointed in January as district court judge in the Eighth Judicial District for the State of Colorado, the only sitting female justice in the district. During her distinguished career, Field has passionately advocated for, and defended, domestic violence victims and their families, and has conducted training on such matters in 49 states.

"What brought me to working on family law issues is, I think, everything else stems from that," she explained. "If people have peace in their homes, they are able to be productive in the world. If they don't, it's harder for them and it affects all the different aspects of our world, whether we know it or not. It's a distraction at work and it takes an enormous financial toll when people are unsafe in their homes. It impacts not only that family, but everyone that family interacts with, including social agencies, employers, schools and community organizations."

Field founded The Confidentiality Institute in 1998 and served there until she was appointed to the bench this year. The Institute educates the community, legal authorities and social agencies about significant confidentiality and privacy challenges for survivors of domestic violence and sexual assault throughout the United States.

"I started doing work around confidentiality as it relates to domestic violence and sex-

ual assault in 1998, when I was asked by a colleague to look at issues related to confidentiality, privacy and victimization and to write a manual for domestic violence and sexual assault agencies," Field said. "I thought it was going to be a six-month project, but it turned out to be a 13-year project."

One of the reasons the project grew is that laws and technology are constantly changing.

"The advent of the Internet and social media presents more issues for domestic violence and sexual assault victims," she said. "This issue is not in the forefront of people's minds but it's foremost in people's safety."

Field has also taught law at the University of Denver and the University of Colorado-Denver, and has served on the board of directors of the Crossroads Safehouse in Fort Collins since 2000, including a term as president.

"Crossroads Safehouse is just a crown jewel in not just our community of Northern Colorado but also statewide. It's a national model, I think, for how to work with victims of domestic violence while maintaining their dignity, honors who they are and shows how to do that work with integrity," Field said.

Judge Field has served as a mediator and arbitrator for the Colorado Office of Dispute Resolution, has taught law at the University of Colorado, the University of Denver, Washburn University Law School, the University of Michigan Clinical Law Program and served as co-director at the Women and the Law Clinic in Ann Harbor, Mich.

Judge Field is married to Stuart Field, a physics professor at Colorado State University. The couple have two children, Sam and Ellen.

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HEALTH CARE

Yanagi keeps busy helping others

By Steve Porter
sporter@ncbr.com

FORT COLLINS – Ann Yanagi, M.D., loves being a physician and helping others.

"I love the practice of medicine because of the trust bestowed upon me each time a patient allows me to be part of their care," she said. "It is of the highest privilege."

Yanagi has been an emergency medicine physician since 1988 and currently serves in the Occupational Health Services Department at Poudre Valley Health System. She also is a physician in Poudre Valley Hospital's Wound Healing Clinic and a relief emergency doctor for Emergency Physicians of the Rockies in Fort Collins.

According to Ruth Lytle-Barnaby, executive director of Foundation and Community Development at PVHS, Yanagi began her emergency room career at a time when female ER doctors were "more of a rarity."

In her nomination of Yanagi for the Woman of Distinction honor, Lytle-Barnaby said Yanagi was instrumental in creating the SANE (Sexual Assault Nurse Examiner) program in cooperation with the state's Eighth Judicial District. The program collects evidence of sexual assault while providing compassion for the victim.

"She used her experience to identify the need to create a very workable solution to the problem of collecting evidence from victims of sexual assault while providing the medical exam for the victim at the same time," Lytle-Barnaby wrote.

Brownie McGraw, juvenile coordinator for the Larimer District Attorney's office, said Yanagi has

been very active on the board of the Health District of Northern Colorado and was involved in the planning and implementation of the change from a tax district to a not-for-profit system.

In her nomination letter, McGraw also noted Yanagi's many community activities, including chairing the Fort Collins Symphony board. She added that Yanagi's "compassionate nature" is a special attribute.

"Because of her organization skills and her compassionate nature, her passion for caring for others and her determination to do the right thing because it is the right thing to do, she is loved and respected," McGraw wrote.

Lytle-Barnaby noted Yanagi's involvement in numerous health care and community activities but that she still finds the time and energy to take on new challenges.

"Ann is warm and approachable to all she meets and freely gives away her time and talents to help others in any way possible," she said.

Yanagi said good living habits and her BlackBerry help her manage her expanding commitments. "I try to eat well, and I'm lucky I can sleep like a rock," she said. "Add in some exercise and the rest seems to fit in there as long as I have a BlackBerry to keep things straight."

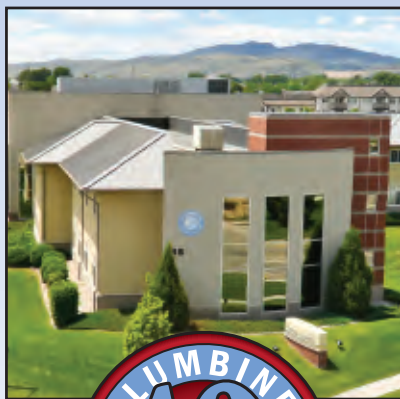
Lytle-Barnaby also praised Yanagi's capacity to be a good role model for others.

Yanagi said she owes any role modeling honors to those who were role models for her.

"I learned my role modeling from my role models, who were compassionate and caring people," she said. "It's fairly easy to pass on once you get the hang of it – and it feels great."



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Physician, Occupational Health Services
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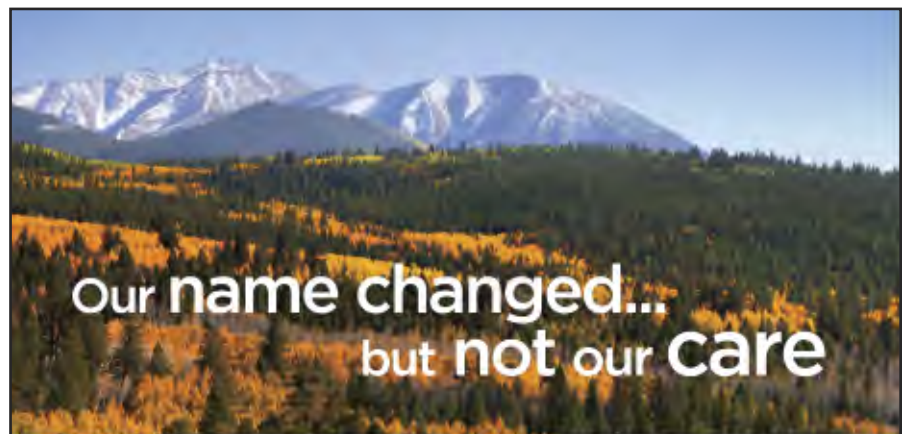


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NONPROFIT — CREATIVE INDUSTRIES



Annette Geiselman
Executive Director
Discovery Science Center

Geiselman works for what she believes in

By Molly Armbrister
marmbrister@ncbr.com

FORT COLLINS – When the new Museum of Discovery opens its doors on North College Avenue in Fort Collins early next year, eight years of hard work by Annette Geiselman will have come to fruition.

As co-executive director of the Discovery Science Center, Geiselman began work on the \$24 million project in 2004. Her first step was to form the public/private partnership with the city's Fort Collins Museum, finalized in 2008, that made construction of the new museum possible. The project finally broke ground in September 2010.

Geiselman's work on the museum project, specifically her fundraising efforts for the cultural and educational addition to the Northern Colorado region, have earned her the honor of being named a 2011 *Northern Colorado Business Report* Woman of Distinction in the category of Nonprofit Creative Industries.

"Working out the details for a new kind of organization with a unique mission has required great creativity and perseverance," said Ray Caraway, president of the Community Foundation of Northern Colorado, in his letter recommending Geiselman for the award.

Geiselman's background is in both chemistry and business administration, but when she began her career as a chemist in Minnesota, she was a long way from putting together a museum in Colorado. Geiselman, who earned her MBA from Colorado State University in 2001, said that every job she has taken has led ever closer to what she really wants to do: advocate for a cause she believes in.

"Advocacy is energizing for me," said

Geiselman, who has been involved in Northern Colorado's nonprofit sector since 2000, when she took a position as program coordinator for Hach Scientific Foundation in Loveland. "My current role has allowed me to optimize opportunities and work for what I believe in."

Optimization of opportunities has led to the creation of a focused cultural facility that combines history and science in a localized manner.

The concept of the Museum of Discovery is to create context for the exhibits with hands-on and artifact-based experiences. Additionally, the museum is expected to be a resource for learning and community connections in Fort Collins but also all of Northern Colorado and Southern Wyoming.

Even through recent temporary financial difficulties faced by the museum, Geiselman "stands firmly behind it," she said.

Outside of her work with the Discovery Science Center, Geiselman has volunteered with the UniverCity Connections initiative to further the organization's arts and culture objectives. She was also a member of the 2010-11 class of Leadership Northern Colorado.

"Annette consistently demonstrates a spirit of appreciation, inclusiveness, collaboration, responsibility and accountability," according to her nomination as a Woman of Distinction. "Annette's personal and professional demeanor and character are an example to all those fortunate enough to know and work with her."

"Being awarded this distinction is amazing to me," said Geiselman, a mother of two daughters, one a Colorado State University alumna and the other a current CSU student. "I am humbled and honored and proud to be part of this community."

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NONPROFIT – HUMAN SERVICES

Martens has her priorities in the right place

By Ivy Hughes
news@ncbr.com

GREELEY – At a time when businesses and individuals were pulling back on donations to nonprofits, Leona Martens managed to raise nearly \$4 million for a new 35,000-square-foot facility for the Weld Food Bank.

“We did it slowly,” said Martens, executive director of the food bank. “We wanted to make sure that what we did was correct not only for the food bank but also for the investors.”

Her consideration for investor interests kept her away from the debt trap. As the money for the building was raised, walls went up, and she waited until the cash was in the bank before moving on to the next phase of construction, finally completing the project in 2005.

“We worked with contractors so we were building in phases,” Martens said. “We’d ask them for a good stopping point, figure out how much it would cost to get there, raise the money, and as soon as we had it we would tell the contractors to go for it.”

While Martens clearly understands basic economics, that capital campaign was her first major fundraiser.

“I think challenges are exciting and when you go into it with the thought that it’s going to be fun and interesting and you’re doing it to be successful, then you just have to figure out the steps to accomplish it,” Martens said.

When Martens took over the Weld Food Bank in 1990, food donations were scarce and the freezer situation was dicey. At that time, the organization was providing less than 1 million

pounds of food a year. Martens immediately reached out to grocery stores and farmers. She also organized food drives.

“We now do 8 million pounds of food a year,” Martens said. “The growth has been phenomenal.”

Although donations have waned through the recession, the Weld Food Bank has maintained services while other nonprofits have not. Martens attributes this to the strong relationship she has with the community; her reputation for being honest and up-front certainly has helped with major donors.

“You can’t do the ‘cry wolf’ attack,” Martens said. “You have to say this is what we’re facing, this is what we need, and explain how the person or organization can help.”

You also have to make the rules or at least work with what’s available. At a time when Colorado was one of the least effective states at getting food stamps to its residents, Martens embarked on a campaign to take advantage of a federal program that partially reimburses an employee tasked with disseminating food stamps. Now the Weld Food Bank has the U.S. government covering part of the cost of getting aid to qualified individuals.

Martens has faced monumental challenges in her professional and personal life. She’s currently fighting cancer for the third time in four years. However, later this month, when she returns from treatment in Texas, she’s heading to the Sturgis Motorcycle Rally in South Dakota.

“This is an annual trip,” Martens said. “You have to have your priorities.”



Leona Martens
Executive Director
Weld Food Bank



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OUTSTANDING MENTOR

Morrell finds rewards in watching young people grow

By Ivy Hughes
news@ncbr.com

GREELEY – “When I grow up I want to be Jean Schober Morrell.”

What better testament than a letter from a mentee professing a desire to become her former mentor?

Teacher. Educator. Mentor. This is Morrell, the humble, spirited, first female dean of students at the University of Northern Colorado who is this year’s *Northern Colorado Business Report* Woman of Distinction honoree as Outstanding Mentor.

Morrell’s relationship with mentoring and volunteering has come full circle. She moved to Colorado from Michigan on the recommendation of a mentor from her days getting her bachelor’s degree at Bowling Green State University in Ohio.

“I’ve had supervisors who have been really encouraging with me along the way, that have believed in me and given me added responsibility, so I’ve always tried to do the same with my staff members and people I’ve met through my volunteer work,” Morrell said.

Morrell spent 32 years with UNC working with students and student organizations. She helped guide undeclared majors toward careers; helped students develop a student body code of conduct; worked with students, police officers and administrators to develop a crisis management team; and worked with a national student exchange program that allowed students to pay in-state tuition at participating out-of-state schools.

“I really enjoy working with young people,” Morrell

said. “I get back so much more than I give because it’s so rewarding to see someone grow, develop and blossom. It’s just exciting to think that I may have had one little part in that. That makes me feel really good.”

Morrell played a major role in the establishment of A Woman’s Place, Weld County’s only domestic violence agency. In 1979, Morrell and a group of volunteers decided to do something about the fact that there was no safe house in the county. They started meeting with social service groups and researching domestic violence. In 1981, they opened A Woman’s Place.

While Morrell’s list of accomplishments is long and she’s somewhat used to public recognition, she finds it a bit embarrassing. When asked about the Jean Schober Morrell Award for Student Affairs Leadership, which was established after her retirement in 2007 to recognize a UNC administrator who has demonstrated outstanding leadership, as she read the description out loud, she paused to make self-effacing comments such as, “Oh my Lord, it goes on” or, “I’m sorry, I’m just so floored by this.”

Morrell still works part-time for UNC as the Senior Advisor for Leadership and Annual Gifts. She also continues volunteering. A breast cancer survivor, she’s very involved with the American Cancer Society. No matter what she’s doing, Morrell is always a mentor.

“Mentoring to me is like being the wind beneath somebody’s wings,” Morrell said. “To be a good mentor you need to take a sincere interest in what happens with them, their development and their growth. Treating others with dignity and respect is also critical.”



Jean Schober Morrell
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EXCEPTIONAL VOLUNTEER

Volunteering way of life for Myers

By Steve Porter
 sporter@ncbr.com

FORT COLLINS – Yvonne Myers didn't go to college to work with senior citizens.

Her dad had been a stutterer and after getting some speech therapy, it changed his life. Myers wanted to do the same for others, so she set out to become a speech therapist.

But a conversation with a persuasive Colorado State University counselor led her into a new program at CSU – gerontology.

"She talked me into it," Myers recalled of the counselor's pitch. "When you're 20, you don't really think much about working with older people. But now I just couldn't imagine doing anything else."

Myers has been health systems director at Columbine Health Systems since 1998, beginning her association with the older adult health-care organization in 1990.

Hanging out with older people is something Myers said she enjoys immensely.

"They've experienced life, and they're not on the treadmill of achievement anymore," she said. "They're really enjoying what life has to offer. They're real and in the moment and they don't have to prove anything anymore. It's refreshing."

Directing the operations of the sprawling Columbine system takes much of her time and energy, but Myers also somehow manages to volunteer with 14 local boards, committees and other groups, including serving on CSU's Gerontology Interdisciplinary Studies Program External Advisory Board.

"Part of my mission is to inspire young people to get into gerontology," she said.

She is an accomplished speaker, having given more than two dozen presentations on caring for

older people to associations and elderly care groups throughout the state and nation.

She's particularly interested in Alzheimer's disease and has received numerous awards from the Rocky Mountain Alzheimer's Association.

Myers also has been a strong advocate for creating local jobs and has served as chair of the Larimer County Workforce Investment Board for the last six years.

In her nomination of Myers as a Northern Colorado Woman of Distinction, Joni Friedman, Larimer County Workforce Center director, said Myers has shown herself to be a visionary leader.

"She can set a vision and then is hands-on to achieve it," Friedman said. "If it's important, Yvonne is there and ready to move mountains. Yvonne is a person of great commitment and leadership, generous in sharing her talent and time and selfless in her passion for building a better community."

Nancy Hartley, dean of the College of Applied Human sciences at CSU, said Myers has given back to CSU repeatedly over the years. In addition to serving on the gerontology advisory board, Myers supervises CSU interns who get on-the-job experience at Columbine and often hires them when their internship is completed.

Hartley noted Myers even teaches classes in the department and helped spearhead a scholarship program for students interested in careers in aging.

"She is an incredible asset to our community and an unwavering advocate for some of our most vulnerable – and, as she would remind us, treasured – members of our society: the aging," Hartley said in her WOD nomination.

Myers said volunteering has simply been a way of life since she was in high school. "It's just who I am," she said. "I like to be active and know that I'm making a difference."



Yvonne Myers
 Health Systems Director
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REAL ESTATE, CONSTRUCTION AND DEVELOPMENT

Personal relationships most important to McCrery

By Molly Armbrister
marmbrister@ncbr.com

FORT COLLINS – Deanna McCrery says she would not be a realtor today if she had not made herself a part of volunteer work in the Northern Colorado market, particularly by becoming part of the Junior League of Fort Collins in 1984.

“For a woman new to a community, one of the best things to do is find a meaningful nonprofit and get involved with it,” McCrery said. “It will help you learn and make connections with people other than your neighbors and coworkers, and will broaden your horizons at the same time.”

McCrery began her career at The Group Inc. Real Estate as a receptionist, after hearing from one of her networking connections that the position was open. She worked her way to her current position as a broker associate/partner, and served on the company’s board of directors from 2002 to 2004.

Her work at The Group combined with her volunteer activities has earned McCrery the honor of being named one of the *Northern Colorado Business Report’s* 2011 Women of Distinction, in the category of Real Estate.

In addition to her contributions to the Junior League, which include a term as president, McCrery currently serves on the board of directors of Respite Care, is a Women’s Foundation of Colorado honorary trustee, and serves as chairman of WomenGive, a leadership philanthropy network for women affiliated

with the United Way of Larimer County.

“WomenGive would not be what it is today without the support and leadership provided by Deanna,” said Gordan Thibedeau, president and CEO of UWLC. “She is an active community supporter who gives generously of her time and talent to efforts across our community.”

In her career, Deanna values the personal relationship brokers must form with their clients.

“When I call up a client a year after I’ve helped them find a home, and they tell me how happy they are to be there, I get such a feeling of satisfaction,” McCrery said. “It’s truly rewarding to help people find a place they love.”

McCrery gained new appreciation for her career and her native state of Colorado during a brief period spent in Las Vegas fulfilling her dream to live somewhere bigger and warmer than Northern Colorado.

McCrery worked as a concierge at the Bellagio hotel in Las Vegas for a year in 2008, and while she considers the experience a privilege and one that was “invaluable as it related to the service-oriented field of selling real estate,” she learned that there is no place like home.

Finding a mentor is a must for young women beginning their careers, said McCrery, who learned from those around her in both her volunteer and career capacities to gain confidence and grow as a person.

“Your mentor doesn’t necessarily have to be someone older than you,” she said. “It can be someone your own age or even younger than you. It should just be someone who does business in a way you respect.”



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LEADING LADY OF NORTHERN COLORADO

Sargent leads the way for regional cooperation

By Michelle Venus
news@ncbr.com

GREELEY – Northern Colorado owes Trudy Sargent a huge thank you.

For 15 years, the transplanted Wyoming native spearheaded activities to further the Community Foundation of Northern Colorado's efforts in Greeley, Fort Collins, Loveland, Longmont, Berthoud and Estes Park. Each of these communities now has its own thriving community foundation.

"It's amazing what can be accomplished when everybody works toward the same goal," Sargent said. "This could only happen through Diane Hogerty's vision, along with Bill Gunn, Tom Frazier, Donn Hopkins and Brad Bischoff."

Such sharing is typical of the remarkable Sargent, the *Northern Colorado Business Report's* 2011 Leading Lady. This is the first year a Woman of Distinction has received this award, which recognizes a woman who has accomplished pioneering achievements in Northern Colorado.

Sargent started her career, after graduating from the University of Wyoming with a B.A. in political science and mathematics, in sales and marketing with Western Girl International in Phoenix and then San Francisco. But she soon came back to the Rocky Mountains, and after a stint with Johnson Publishing Co., moved to First National Bank in Fort Collins.

In her 23 years with First National, Sargent accomplished a lot of firsts. She was the first woman to be hired at an officer level; the first woman to manage a major division, Trusts; the first woman to achieve the position of senior vice president; and the first woman to report directly to President Tom Gleason.

Sargent took time to fulfill her accounting requirements at Colorado State University and added the initials CPA after her name. She also attended the Pacific

Coast Graduate School of Banking and graduated with honors. With this added knowledge, Sargent went on to found, with the late JoEllen Thornton, the Northern Colorado chapter of the International Association of Financial Planners.

Sargent's community contributions include serving on the board of directors for Court Appointed Special Advocates; as director and treasurer for the Fort Collins Chamber of Commerce for three years and as a founding member of the Fort Collins Breakfast Rotary – in fact, she was the only woman on that founding committee. Sargent was also a member of the Leadership Fort Collins class of 1982.

In 2009, Trudy was selected to serve on the Greeley Stampede committee. She and Trish Sandau became the third and fourth women to serve on the committee in its 88-year history. Sargent and her husband, Wes, were the Grand Marshals of the Stampede in 2007, and she currently serves as treasurer and chair of the hospitality committee.

"Looking back at my 65-plus years, every experience has an impact on the woman I am today," she said. "The negatives all forced me to accept greater challenges and find new levels of strength and direction. Would I change anything in my life today? Maybe I would have accepted that offer to go to Nashville and be a country singer; maybe I'd work at being a better golfer and have skied the blacks at an earlier age, and spent more time eating my own cooking, but those are just details and the big picture is perfect. I love my life and would not change a thing!"

Bonnie Dean, a friend and associate said, "Trudy gives both her time and her treasure – from the heart – for the benefit of all Northern Colorado, and she is a great bridge between all our major communities. She takes a forward view of our region's problems and opportunities, and she is a major contributor to everything in which she becomes involved."

Thanks, Trudy.



Trudy Sargent
Certified Public Accountant
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Nonprofit – Creative Industries

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Laurie Klith, The Center for Family Outreach
Tracy Mead, ELTC
Louann DeCoursey, Sexual Assault Victim Advocate Center
Leona Martens, Weld Food Bank
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Lydia Dody, Hope Lives Foundation
Bev Thurber, Early Childhood Council of Larimer County

Outstanding Mentor

Robin Downing, Windsor Veterinary Clinic and The Downing Center for Animal Pain Management LLC
Jean Schober Morrell, University of Northern Colorado Office of Development & Alumni Relations
Linda Trimberger, Weld County School District 6
Rita Peterson, Assoc. in Building & Design
Amy Prieto, Colorado State University Prieto Battery

Exceptional Volunteer

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Linda Clark, Project Self-Sufficiency
Yvonne Myers, Columbine Health Systems
Joyce Benesh-Williams, I.E.A.M. Motivators
Janene Dellenbach, Project Self-Sufficiency
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Leading Lady

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#2 – 9 out of 10 women will be solely responsible for their finances at some point during their lifetime. *(Are you prepared?)*

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